2023-2024

South Dakota Tobacco Control Program

Tobacco Youth & Community Engagement Grant

Grant Guidance

2023-2024

APPLICATION DEADLINE: March 10, 2023 at 5:00pm CST

http://doh.sd.gov/prevention/tobacco/

2023-2024

TOBACCO YOUTH & COMMUNITY ENGAGEMENT GRANT TIMELINE

January 12, 2023	Grant Application Webinar *(Recording found at [DOH website](#))*
January 13, 2023	Grant Application Release
March 10, 2023 by 5pm CST	**Submission Deadline** for Application within Catalyst120
April 14, 2023	Tentative Award Notifications *Applicants will be notified of funding decisions by email.*
June 1, 2023- May 31, 2024	Grant Funding Cycle
May 31, 2024	Final Reports & Success Story Due

BACKGROUND

The South Dakota Department of Health (DOH) is the lead agency for the statewide management of commercial tobacco use, prevention, and cessation. The South Dakota Tobacco Control Program's (SD-TCP) efforts are based on those practices shown to be successful and recommended in *Best Practices for Comprehensive Tobacco Control Programs* compiled by the Centers for Disease Control and Prevention (CDC) and at the local level. The SD-TCP promotes a coordinated effort to prevent commercial tobacco use and reduce the death and disease caused by tobacco use.

The purpose of the Tobacco Youth & Community Engagement Grant is to support local community and organization-based efforts, promote implementation of the [*South Dakota Tobacco Control State Plan*](#), and foster collaboration among organizations across the state to ultimately reduce the toll of tobacco use in South Dakota. The Tobacco Youth & Community Engagement Grant is designed to focus on engaging youth and young adults as well as their community in tobacco including tobacco prevention (including e-cigarettes) and cessation.

The SD-TCP will provide support for the Tobacco Youth & Community Engagement Grant recipients with assistance from Regional Tobacco Prevention Coordinators. The Tobacco Prevention Coordinator (TPC) in your region is available to attend meetings and will be available to provide support and technical assistance throughout the grant period. To find your Regional TPC and ask questions, visit [BeFree](#).

The SD-TCP also provides funding through the Disparities Grant, which is offered on a similar grant cycle and focused on priority populations in South Dakota. Please view the *TCP Grant Decision Tool* document, found at DOH website, to determine which program best fits your chosen tobacco prevention and cessation activities. Applicants may apply for both grants if they meet individual grant eligibility criteria and do not duplicate activities within both grants.

Please note the following definitions regarding this work:

- Tobacco or Tobacco Product: Any item made of commercial tobacco intended for human consumption, including cigarettes, cigars, pipe tobacco, smokes tobacco, nicotine pouches, and e-cigarettes. *This does not refer the traditional tobacco of our Northern Plains American Indians.*
- Vapor Product: Any electronic cigarette, electronic cigar, electronic cigarillo, or similar product or device and any vapor cartridge or other container of nicotine in a solution or other form that is intended to be used with or in an electronic device. The term does not include any product approved by the United States Food and Drug Administration for sale as tobacco cessation products and marketed and sold solely for that purpose.

GRANT OVERVIEW

The Tobacco Youth & Community Engagement grants are awarded to local government and non-profit community-based organizations, coalitions, and groups that support the SD-TCP mission. Examples include, but are not limited to, youth groups, schools, post-secondary institutions, civic associations, service clubs, healthcare organizations, faith-based organizations, parent groups, neighborhood associations, and local community coalitions.

The Tobacco Youth & Community Engagement Grant is designed to invest in projects that address the goals outlined in the *South Dakota Tobacco Control State Plan*:

- Goal 1: Prevent tobacco use among youth and young adults.
- Goal 2: Promote quitting of all tobacco products.
- Goal 3: Eliminate all types of exposure to tobacco use.
- Goal 4: Strive to achieve health equity in tobacco control.

Applicants are required to select at minimum one goal area but are welcome to apply for all goal areas as they see applicable.

Grantees should focus their efforts on supporting and implementing evidence-based interventions and activities that specifically for youth (under 18 years old), young adults (18-24 years old), or community-based efforts to learn about tobacco prevention and cessation.

Although not required, applicants are strongly encouraged to use grant funds to create, improve, implement, and/or enforce policies that include e-cigarettes. Especially in youth or young adult attended facilities or events. Policy work is one of the best resources to have when it comes to decreasing commercial tobacco use.

Partnerships between entities are encouraged to complete activities, but not required.

To be successful, applicants must demonstrate the following:

a. Ability to bring together key stakeholders (local agencies, partners, individuals) to collectively support proposed activities.
b. Capacity, competence, and experience to accomplish project objectives and activities.
c. Services are provided in South Dakota.
d. Use of research-based tools such as the *CDC's Coalitions Best Practices User Guide.* Links to these resources are provided in the "Resources" section of this document.
e. Willingness to collaborate with the SD-TCP.
f. Assure that funding requested will not supplant funds currently received by the applicant.
g. Measurable results and responsibilities of partners are outlined in the plan.
h. A detailed budget (using given Excel template) appropriate for the level of activities planned.

APPLICATION GUIDELINES

The South Dakota Tobacco Control Program will approve or deny applications, and all decisions will be final.

1. The maximum grant award is **$25,000** per applicant. The minimum grant award is **$5,000** per applicant. The SD-TCP reserves the right to grant less than the total amount requested.
2. Grants are approved for one funding cycle (June 1, 2023- May 31, 2024). Continued support for subsequent years requires resubmission, review of grant progress, budget management, and availability of grant funds.
3. The SD-TCP reserves the right to reject, in whole or in part, any or all applications, to advertise for new applications, to abandon the need for such services, and to cancel this grant opportunity if it is in the best interest of the SD-TCP.
4. Use as much detail as necessary to fully respond to the criteria yet be as concise as possible.
5. Funding will be based on points allocated within this grant guidance.
6. Funds may be applied to support existing or new projects. However, applicants must demonstrate the requested funds do not supplant/replace existing funding.
7. Past performance of organizations who have previously received SD-TCP funds will be considered when reviewing applications.
8. Weight will only be given for the required materials/documents. Additional materials/documents will not be considered as part of your grant's final score.
9. Late or incomplete applications will not be considered for review. Once an application is submitted, it is considered final and will be approved or declined for funding upon review.
10. Applications must be submitted within Catalyst120 by 5:00p.m. Central Standard Time on March 10, 2023.

Applications must be completed within Catalyst120. For step-by-step instructions on completing the application within Catalyst120, view our Catalyst120 Walkthrough found on the [DOH website](#).

The following components are required elements of a complete application and must be included to be eligible for funding consideration. (See Appendix A for Catalyst120 Submission Checklist).

> **Please Note:** If you are an applicant new to Catalyst 120 and do not have a username and password, email DOH.info@state.sd.us with the subject line "Tobacco Grant Log-In" and include the following information in the body of your email:
>
> - First and last name
> - Position/Title
> - Email Address
> - Organization Name
> - Organization Address
> - Phone number
> - Identify grant you are planning to apply for

Catalyst120 Application

Part 1: Applicant Information

Please fill out the application in its entirety with the required information below.

1. **Contact Information & Fiscal Agent:** Complete all contact information regarding your contact information and fiscal agent. List partnering partnerships that will be within your application if applicable.
2. **Need/Capacity (15 points):** Provide a brief description regarding the need in your community for the proposed activities. If you can provide data gathered in your community, please do. Also address your organization's ability to carry out these activities while bringing together stakeholders. (Limit to an estimated 10 sentences).
3. **Required Supporting Documents (15 points):** This will be completed by attaching documents within the "Attachment" section.
   a. **Organization/Fiscal Agent Policy:** Submit the tobacco use policy for the grantee's designated fiscal agent. If there is not a current policy, the grantee is *required* to establish a policy in the workplan under the selected strategy.
   b. **Letters of Support**: Applicants should include letters of support from 2 partner organizations. Letters should be written by individuals who are authorized to speak on behalf of the organization. Letters may not be written by a SD-TCP staff member or contractor.
   c. **Additional Policies (if applicable):** If a workplan intends to work on improving or enforcing a policy (other than fiscal agent), please provide a current copy of the policy.
   d. **Proof of Organization:** Provide a copy of your fiscal agent's W-9 and certificate of commercial general liability insurance.

Part 2: Workplan Activities (35 points)

The application contains four Goal Areas. There are no requirements on how many Goal Areas are covered. You may apply for more than one activity within a Goal Area. Within the workplan, you will find there are separate text boxes for activities. Below is a reference to appendix for the following assistance when writing your workplan.

- Appendix B: Approved Activities & Guidance

- Appendix C: Approved Curriculum Information
- Appendix D: Funding Limitations
- Appendix E: Media Guidance

Activity Requirements: For each activity, describe in detail the proposed activities, how you plan to accomplish the activities, how it is evidence-based, and identify the timeframe this activity will take place. Be specific how this activity will impact the population you are working with. Including information on how you plan to evaluate your activities is encouraged.

At the end of each Goal Area, there are three questions regarding if any of the activities within this Goal Area include media, what kind of media, and QuitKit/Educational kits.

A small selection of promising practices have been pre-approved for this grant. If you are applying for one of these activities, justification is required. In order to apply for a promising practice activity, you must also include other evidence-based activities within your application other than QuitKits or Educational Kits. To see the pre-approved list, see Appendix B.

Part 3: QuitKit/Educational Kit Details (only required if doing Kits)

Kits are optional activities and should not take up more than 15% of your total budget. The 15% limit is reflective of time associated with assembling and delivering kits and cost of kit supplies. Justification for going over the 15% total budget can be provided in 'Special Notes'.

If you are creating a QuitKit and/or Educational Kits throughout your application, you will be required to fill out this section of the application. Required information includes:

- Identify if QuitKit or Educational Kit
- Identify which Goal Area(s) and Activity Number(s) does this kit applies.
- Intended Recipients
- Number of Estimated Hours –Hours are associated with assembling and delivering of kits.
- Estimated Number of Kits
- Items & Quantity for Kits
- Cost per Kit - The maximum dollar amount to request per Kit is $8.
- Special Notes (not required) – if the hours identified go over the 15% total guidance, you may justify here. This could include if you do more than just assemble and deliver kits. For example, holding an educational meeting with clinic staff to learn about the kits.

Educational Kits include items that provide prevention and cessation education to whom it is being delivered in an effort to spread knowledge and awareness. This may include but is not limited to brochures, business cards, pamphlets, activity worksheets, etc.

QuitKits are for someone who is ready to quit tobacco use. Items are targeted towards educating someone on how to help, where they can get assistance, and tools that can help them throughout their quitting process, if not until they can get professional help.

Part 4: Media Justification (Over 20% Budget)

The SD-TCP knows that sometimes media activities are needed and/or can take over 20% of a budget. If your total media is over 20%, provide justification on why your media is so high and what your intentions are with media and how it will impact and reach your target audience. If you have any additional information regarding your plan to strengthen your justification, please feel free to include.

For additional media guidance, see Appendix E.

Budget (35 points)

YOU WILL NOT USE THE BUDGET SECTION BUILT INTO CATALYST120. PLEASE DOWNLOAD THE EXCEL TEMPLATE FROM THE ATTACHMENTS SECTION.

Applicant must submit their budget using the Budget Worksheet Template provided in the "Attachment" section in Catalyst120. Applicants will download the document, complete, and reupload their budget into "Attachments" (See the Catalyst120 Walkthrough for more information). Applicants **must provide detailed justification for costs** of all activities and stipend requested throughout the workplan.

Budget request guidelines:

- Ancillary Costs may not take up more than 10% of the awarded budget. Ancillary costs can include meeting expenses and educational incentive items.
- Stipends requests must give an approximate number of work hours and will be given at an hourly maximum rate of $22/hour.
- Media total will be limited to 20% of applicant's total budget. If over 20%, applicants are able to provide a justification within Part 4 of the Catalyst120 application.
- In-kind contributions are not required for this grant but may be included if they clarify a budget request.
- If planning travel for an activity, the proposed budget must use the state mileage rate which can be found at https://bhr.sd.gov/files/travelrates.pdf.
- Travel expenses related to SD-TCP sponsored training such as the Tobacco Control Institute and approved curriculum trainings will be directly reimbursed by the SD-TCP and should not be included in your budget request.

PROGRESS REPORTING

Grantees will be required to report on the minimum reporting

1. Set Target Performance Measures Goals in Catalyst120 with your TPC in June 2023.
2. Complete Quarterly Performance Measures, Qualitative Context, and Fiscal Reports in Catalyst120. Reporting schedule is as follows:
   a. Quarter 1 due August 31, 2023
   b. Quarter 2 due November 30, 2023
   c. Quarter 3 due February 28, 2024
   d. Quarter 4 due May 31, 2024
3. Success story submission must be completed by the end of the grant cycle. Submission can occur by using the proper template provided by SD-TCP and uploading into Catalyst120 or doing an interview with your TPC.
4. Schedule quarterly in-person progress meetings with your Regional TPC at a minimum.

a. Although not required, monthly stakeholder meetings are strongly encouraged to ensure timely progress of application goals and strategies.

> A set of performance measures has been established to enhance evaluation for the Tobacco Youth & Community Engagement Grant. Measures include outreach activities, resource dissemination, media and policy. If awarded, your Regional TPC will work with you on the guidance of your documentation of the Year Target and quarterly performance measures within Catalyst120.

AWARD PROCEDURES

Applicants will be notified by April 14, 2023, of either a denial letter or acceptance award notification. Applicants will be notified through e-mail. Successful applicants will then be required to meet with their Regional TPC to finalize work plans and budgets. The grant funding cycle will be June 1, 2023-May 31, 2024. The SD-TCP reserves the right to grant less than the total amount requested. All funding decisions by the SD-TCP are final.

Successful applicants will receive a portion of their grant award at the beginning of the grant cycle. Pending receipt of the signed Grant Agreement, the remaining funding will be released quarterly upon Quarterly Report completion.

Grantees must agree to the following requirements:

- Grantee organization/fiscal agent holds a tobacco-free policy. If policy is not in place, organization/fiscal agent agrees to implementing a policy within the funded grant year.
- Grantee will not accept funds from any tobacco company or affiliated companies/groups.
- Complete all activities funded by the SD-TCP and outlined in the workplan as part of the grant agreement.
- Grant funds are to be used for efforts which are new and or a clear expansion of tobacco control efforts.
- Ensure grant funds will be used for tobacco control efforts not associated with lobbying for laws or ordinances.
- Obtain prior written approval for changes to the budget and workplan submitted if changes are requested throughout the funding year.
- Obtain written approval from the SD-TCP prior to changing of grant facilitators or fiscal agents.
- The fiscal agent must carry commercial general liability insurance coverage that cannot be paid for grant award funds.
- Maintain phone and email capability. Notify the SD-TCP of any changes in contact information.
- Acknowledge SD-TCP as the funding source for any SD-TCP funded material. The use of the South Dakota QuitLine, Tobacco Rethink It, BeFreeSD, and Find Your Power logos are protected and cannot be utilized without the SD-TCP's written permission.
- Agree to circulate the SD-TCP's action alerts and promote events through its members and partners.
- Follow progress reporting requirements.

- At minimum, the grant lead person must complete the South Dakota Tobacco Control Orientation Toolkit training. Additional personnel may be required at the discretion of the regional Tobacco Prevention Coordinator. Tobacco Control Toolkit - BeFreeSD. Upon completion, certificates will be presented once a completion score of 80% or higher is achieved. Grantee will be required to send completed certificate to your local Tobacco Prevention Coordinator.
- If using SD-TCP funds to work with a school district, the participating school district agrees to take part in the Youth Risk Behavior Survey, Youth Tobacco Survey, or School Health Profiles Survey and submit the necessary forms by the deadline provided.
- Establish and maintain communication with your TPC (at minimum once per month) including invitations to meetings at least two weeks in advance.
- At minimum, the grant facilitator or grantee representative must participate in **four** of the seven webinars in the Best Practices Webinar series.
- Attend the 2024 Tobacco Control Institute (date and location to be determined) by at least **two** representatives from grantee organization. If two representatives are unavailable, grantees will be required to reach out to their TPC for guidance.

TECHNICAL ASSISTANCE & QUESTIONS

The SD-TCP is committed to providing quality technical assistance whenever requested. However, to ensure no preferential treatment, applicants are expected to complete application forms and develop proposals without assistance from DOH or entities with whom the DOH currently contracts. Questions will be taken to clarify any confusion on the application. Some commonly asked questions have been compiled and posted already on DOH website title *Tobacco Youth & Community Engagement FAQs.*

Questions can be submitted to the SD-TCP via email to DOH.info@state.sd.us. Please indicate in email title "Tobacco Youth & Community Engagement Grant Question". Every question will be provided with individual assistance. All questions will be compiled and shared periodically on DOH website for all applicants to be provided the same information. The SD-TCP reserves the right to not update this document after March 3, 2023.

For assistance with Catalyst120, please contact Spectrum Health Policy Research, Catalyst Support by calling (770) 935-0958 or emailing support@catalyst120.com.

RESOURCES

Background information and resources to assist applicants in developing their proposals can be found below. This list is not meant to be a complete list of all available resources.

South Dakota Tobacco Control Program Websites

- BeFreeSD
- Tobacco Rethink It
- SD QuitLine | NEW 2-Week NRT Kickstart Kit
- Find Your Power
- Department of Health Website

- DOH Educational Materials Catalog

South Dakota Tobacco Control Program Resources

- South Dakota Tobacco Control State Plan
- South Dakota Tobacco-Free Model Policies
- South Dakota Tobacco Control Program Media Library
- South Dakota Tobacco-Free Rodeo Guide
- TRAIN South Dakota: Learning Network

Data

- Behavioral Risk Factor Surveillance System
- Vital Statistics
- Pregnancy Risk Assessment Monitoring System
- County Health Rankings
- Youth Tobacco Survey
- Youth Risk Behavior Survey

National Resources

- CDC Best Practices for Comprehensive Tobacco Control Programs, 2014
- Health Equity in Tobacco Prevention and Control
- CDC Evidence Based User Guides
  - Guides available for: Partnerships, Cessation, Healthy Equity, Putting Evidence into Practice, Youth Engagement, Native Communities, Mapping Techniques, and more.
- E-cigarette Use Among Youth and Young Adults: Report of the Surgeon General, 2016
- Know the Risks: E-cigarettes & Young People
- Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General, 2014
- Surgeon General Report on Smoking and Tobacco Use, 2012
- Clinical Practice Guidelines for Treating Tobacco Use and Dependence
- The Community Guide
- CDC Media Campaign Resource Center (MCRC)
- FDA Center for Tobacco Products
- Campaign for Tobacco-Free Kids
- U.S. Department of Housing and Urban Development Smoke-Free MUH Resources
- Truth Initiative: Quitting E-Cigarettes Cessation Programs
- American Lung Association E-Cigarette Cessation Resources

APPENDIX A: Catalyst120 Submission Checklist

Attachments to Upload in Catalyst120:
- ☐ Required Supporting Documents **(15 points)**
    - o Organization/Fiscal Agent Policy
    - o TWO Letters of Support
    - o Additional Policies (if applicable)
    - o Proof of Organization
        - ▪ W-9
        - ▪ Certificate of commercial general liability insurance
- ☐ Budget Excel Worksheet with <u>detailed</u> justification **(35 points)**

Part 1: Applicant Information
- ☐ Contact Information & Fiscal Agent
- ☐ Need/Capacity **(15 points)**

Part 2: Workplan Activities (35 points)
- ☐ Per proposed activity
    - o Description
    - o Identified timeframe
- ☐ End of each Goal Area with proposed activities:
    - o Answered all 3 questions regarding media usage, types of media usage, and kits.

Part 3: QuitKits/Educational Kit Details (only required if doing Kits)
- ☐ Identify if QuitKit or Educational Kit
- ☐ Identify which Goal Area(s) and Activity Number(s) does this kit applies.
- ☐ Intended Recipients
- ☐ Number of Estimated Hours
- ☐ Estimated Number of Kits
- ☐ Items & Quantity for Kits
- ☐ Cost per Kit
- ☐ Special Notes (not required)

Part 4: Media Justification (Only if over 20% of total budget)
- ☐ Justification on media budget total being over 20% of total budget.

CLICK SUBMIT!

APPENDIX B: Approved Activities & Guidance

For each activity, describe in detail the proposed activities, how you plan to accomplish the activities, how it is evidence-based, and identify the timeframe this activity will take place. Be specific how this activity will impact the population you are working with. Including information on how you plan to evaluate your activities is encouraged.

The SD-TCP is currently updating toolkit activities for online use. Activity details and a list of activity ideas can be found in a PDF document titled "Toolkit Fundable Activities" at DOH website.

A small selection of promising practices have been pre-approved for this grant. If you are applying for one of these activities, justification is required. In order to apply for a promising practice activity, you must also include other evidence-based activities within your application other than QuitKits or Educational Kits. Pre-approved activities may still have limitations/allowances based on event or activity. Therefore, the SD-TCP reserves the right to reject an activity, in whole or in part.

Pre-approved promising practices include:

- Hidden in Plain Sight (Note: The SD-TCP will not fund purchase of tobacco products)
- Prevention education day or event
- Coloring or drawing contest
- Purchasing of advertisements (such as banners) at events to promote tobacco education (Ex: Rodeo events)
- Innovative educational experiences (Does not include speakers, unless SD-TCP staff or partners are unqualified to speak on the topic.)

Below is a table listing potential grant activities and different ways you can implement them.

Grant Activities	Ideas to Take Activities to the Next Level
Alternative to suspension (i.e., INDEPTH and NOT on Tobacco)	- Pair with evidence-based prevention curriculum - Update tobacco policy/consequences
Ċanśaśa/Traditional Tobacco education	- Implement commercial tobacco prevention curriculum - Cultural QuitKits (sage, smudge bowl, cedar, cloth, etc.) - Start a Ċanśaśa garden (permanent equipment not included)

Cessation services in clinical setting	- Create/update no smoking policy (include e-cigarettes) - QuitKits specific to target populations - SD QuitLine promotion for outpatient services - Utilize SD QuitLine services after patient discharge - Staff training/TRAIN
Evidence-based curriculums (CATCH, LifeSkills, etc.)	- Implement INDEPTH - Pre- and post-tests or surveys - Share data with SD-TCP, partners, stakeholders, decision makers, etc. - Combine with another activity: prevention day/activity, Great American Smokeout, Take Down Tobacco Day
Incentive programs for completing education	- SD QuitLine warm referrals – Ask, Advise, Refer - Staff training/TRAIN - Swag items - Cross-impact implementation: receive tobacco prevention and cessation education and information from more than one entity – e.g. receive SD QuitLine information from doctor's office, WIC, daycare providers, food bank. Partner with schools, after school programs to implement evidence-based prevention curriculums
Media – Anti-tobacco/cessation campaigns and messaging (Newspaper, radio, sports or events programs, etc.)	- Combine with another activity or event: e.g. evidence-based prevention curriculums, Great American Smokeout, Take Down Tobacco Day, Point of Sale - Post in non-traditional outlets, e.g. school newsletters, bathroom stalls, local community or daily news flyers, water/utility bills, school athletic/activity programs
Multi-unit housing policy and education	- Provide free signage and window clings with approved policy - Provide education to tenants and landlords - Provide QuitKits to tenants and employees - Post and have SD QuitLine and prevention/cessation materials available in common areas
Point of Sale *(Reminder: Education to youth & community members, not compliance work)*	- <u>Youth</u> complete the store surveys. *Survey completion must be done by youth or young adults in order for this activity to be eligible for funding.* - Educate youth on tobacco advertising tactics - Provide results to city council, school boards, businesses, partners, and other invested groups - Use survey results in other educational areas: business or finance classes at the schools
Policy review and update	- Present local Point of Sale data, environmental scan, or other data (CDC best practices) to decision-makers - Promote model policy use - Involve youth and/or community in the process

Prevention/cessation material distribution	- Expand partnerships: daycares, schools, fire stations, state agencies, city, clinics, local small businesses, multi-unit housing agencies, etc. - Utilize partners to disseminate information on sports programs and city water bills, receive materials at car seat installation, in small business mailings - Combine with another activity: e.g. evidence-based prevention curriculums, Point of Sale
Prevention day/activity	- Use as a kick-off or wrap-up to implementation of an evidence-based curriculum or education with youth - Led by a local youth group, e.g. TATU, Future Farmers of America, Future Business Leaders of America - Combine with another activity: e.g. Point of Sale, evidence-based prevention curriculum
Promotion of services	- Promote SD QuitLine services to partner employees - Promote SD-TCP services to partners and other agencies, e.g. school resource list, trainings, etc. - Expand partnerships: daycares, schools, fire stations, state agencies, city, clinics, local small businesses, multi-unit housing agencies, etc. - Post in non-traditional outlets, e.g. school newsletters, bathroom stalls, local community or daily news flyers, water/utility bills, school athletic/activity programs
Kits (QuitKit or Educational Kits)	- Add evaluation component, e.g. have provider track certain demographics on who receives QuitKits, add survey to QuitKits for recipient to fill out - Cross-impact implementation: e.g. if giving Kits to WIC also partner with fire stations and other agencies that install car seats to give out 2nd/3rd hand smoke and Postpartum Program information, etc. to target the same population - Combine with another activity e.g. INDEPTH/curriculum
Surveys and assessments Examples: • Create your own (with approval) • Environmental Scan • Vapes are Trash • Clean-ups Days	- Provide results to city council, school boards, businesses, partners, and other invested groups - Create an action plan - Use to make policy changes
Trainings and presentations	- Pre- and post-tests or surveys - Share data with SD-TCP, partners, stakeholders, decision makers, etc. - Provide follow-up & check-ins after training - Combine with another activity – Point of Sale, environmental scan

APPENDIX C: Approved Curriculum Information

Approved curriculums below are either free or can be provided through the SD-TCP. Funds may not be used for purchasing of approved curriculum; although, funding may be used toward time of service preparing, presenting, and completing follow up of the curriculum activities. Remember stipend requests will be given at an hourly maximum rate of $22/hour.

To estimate a cost estimation, you may use the following calculation:

Hours x Cost of trainer per hour x Number of trainings = Total

Don't forget to calculate if you are implementing a curriculum more than once

CATCH My Breath	INDEPTH	Not On Tobacco
• 5th-12th grade • 4 lessons • Mini-lessons available for K-8th on substance misuse.	• Alternative to suspension curriculum • 4 sessions	• Alternative to suspension/Cessation • Ages 14-19 • 10 sessions
LifeSkills	Samantha Skunk	Scholastic: The Real Cost of Vaping
• Elementary, Middle, and High available • Session numbers vary	• K-4th • Prevention • Peer to peer presentation	• 6-8th
		Vaping: Know the Truth
		• 8-12th

If you have any questions regarding a specific curriculum, contact Hilary Larsen at Hilary.Larsen@state.sd.us. She will direct you to the staff member who can best help you.

APPENDIX D: Funding Limitations

Funds may not be used for/to:

- Purchasing CATCH, INDEPTH, LifeSkills, or NOT curriculum; although, funding may be used toward time of service preparing, presenting, and completing follow up of the curriculum activities.
- Purchase billboards or pay for booth rental at public events such as health fairs or trade shows. Exception: Grant funds may be used for booth rentals only when booths are designed to counter pro-tobacco influences (i.e. past tobacco company sponsorship/presences) at the event. If requesting funding for booth rental, please explain the pro-tobacco influences at the event in your application.
- Purchase of popcorn or pharmacy bags.
- Purchase E-Cigarette Vapor Detectors.
- Purchase or accept any materials or curriculum developed or promoted using tobacco industry funding.
- Trainings or speakers unless approved by the SD-TCP.
- Purchase permanent equipment (laptops, printers, T.V.s, furniture, etc.)
- Sponsorship or activities that solely promote the grantee. (Example: paid messaging that does not include prevention or cessation messaging).
- Sponsorship of individuals.
- Grants to individuals, or to organizations with a conflict of interest, including but not limited to those directly or indirectly affiliated with the promotion and/or distribution of tobacco products and materials as described in this Grant Application.
- Supplant funds from other sources for existing operating expenses, indirect costs, or other expenses of activities currently being conducted. Applicants must maintain current levels of an effort supported by other or pre-existing funding sources. Grant funds are to be used for efforts which are new and or a clear expansion of tobacco prevention efforts by successful applicants/grantees.
- Lobbying activities, research, construction, or renovation.
- Direct services including but not limited to medical and/or dental care, pharmacotherapy, screening, treatment, cessation services for adults, or medical and/or dental testing.
- Political parties, candidates, partisan political organizations, individuals, or "for profit" businesses.

APPENDIX E: Media Guidance

Requests for New Media:

Special requests for additional media should be limited and must be discussed and approved with the your Regional TPC prior to purchasing any advertising space.

- The Regional TPC will send the request to the South Dakota Department of Health Communications Coordinator for additional clarification and approval.
- Special requests for additional media will only be considered when existing media cannot fulfill the request.

Please start the process for any special media requests <u>at least two months</u> prior to the deadline. Set-up, designing, and printing require a significant amount of time.

- If placing a print advertisement in a magazine or newspaper or buying airtime for a radio flight from your local station, please notify the Regional TPC, at least 6 weeks prior release date.
- Any design or layout work, logo tagging, printing or set-up to create approved special requests will be provided by the SD-TCP's contracted media agency. Grantees will be invoiced for these services per an agreed upon amount.
- **The use of the South Dakota QuitLine, Tobacco Rethink It, BeFreeSD, and Find Your Power logos are protected and cannot be utilized without the written permission of the SD-TCP.**

What are Media Interventions?

Media interventions study and use of communications strategies to inform and influence individual and community decisions related to health. They are sometimes referred to as "counter-marketing" because they try to counteract the tobacco industry's marketing practices. Media Intervention can be delivered through several strategies:

- Paid media strategies (paying to place ads on TV, radio, billboards, transit, online platforms, or in print media)
- Earned media strategies (generating free coverage in the press and through public service announcements)
- Social media strategies (sharing messages and engaging audiences on social networking sites like Facebook and Twitter)
- Program communications (delivering messages through program websites and stakeholder communications)

Tobacco control communications often focus on the following messages:

- Motivating tobacco users to quit
- Protecting people from the harms of secondhand smoke exposure
- Changing social norms to prevent tobacco use initiation

Budget Allocation:

Media costs should not makeup more than 20% of the budget. If Grantees request more than 20%, they most provide justification for the additional funding and will be reviewed on a case-by-case bases. When requesting more than 20% for media grantees must provide a narrative on how the grantees plan on evaluating the success of their media efforts.

What media intervention are Grantee allowed?

South Dakota Premade Material (grantees must tell TPC of any media placement)	Coalition Made (DOH must preapprove all materials before publication) At the Coalition/Grantee Costs	Incentive items Must be paid through ancillary DOH Approval needed
Newspaper ads (BeFreeSD)	Newspaper ads	T-shirts
Radio Spots (BeFreeSD)	Radio Spots	Lanyards
Banners (TPC)	Coloring books/ Coloring contest	Cups
Poster (catalog)	Handouts (must prove DOH does not have something similar)	Pencils, Highlighters, easers
Handout Materials (Catalog)	Digital board messaging	Pins
Building/Property signage/ads	Ads on bills (water, trash, unities)	Drink holders
Ads on bills (water, trash, unities)	Newsletters	Stress balls
Window clings	Sports/Events Programs	Hot and Cool packs
Pens	School Planners	Candy wrapper
	Sandwich Broad	Key Chains
	Church bulletin	Hats
	Stickers (with Coalition Logo, Quitline, Info)	Fly swatter
	Table tents	Personal Hand fan
	Calendars	Bandannas
	Awards	Tote bags
	Posting Quitline info on Policy	Hand Sanitizer
	Banners at sporting/ community events	Lip balm
		Tissues
		Fidget spinner